

**GOVERNMENT OF ANDHRA PRADESH**  
**ABSTRACT**

Municipal Administration & Urban Development Department - Sanitation -  
**Swatcha Andhra Pradesh (Clean Andhra Pradesh) - Observance of Swatcha  
Andhra Pradesh Varostavam (Clean Andhra Pradesh Week) between 25<sup>th</sup>  
September and 2<sup>nd</sup> October 2014 - Certain Instructions - Issued.**

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MUNICIPAL ADMINISTRATION & URBAN DEVELOPMENT (B2) DEPARTMENT

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G.O.MS.No. 194

Dated:19.09.2014.  
Read the following:

1. G.O.Rt.No.3, MA & UD (W) Dept., Dated:01.01.2013.
2. Govt. Memo No.11862/B2/2014, Dated:02.09.2014.
3. D.O No.Q-16019/1/2014-CPHEEO/666-F, dated 3-9-2014 of Union Minister for Urban Development, GOI, addressed to the Hon'ble Chief Minister, Government of Andhra Pradesh, Hyderabad.
4. D.O.Lr.No.1609(11)/PSAG/2014, dated 16.9.2014 of the Principal Secretary to Chief Minister, Govt of AP., addressed to the Principal Secretary to Government, MA&UD Department, AP., Hyderabad.

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The Hon'ble Prime Minister in his speech on the occasion of 68<sup>th</sup> Independence Day on 15<sup>th</sup>, August, 2014 placed Sanitation on the top of Government's agenda and highlighted plight of women not having toilet facilities within their house premises and showing respect to them by providing toilets facilities. Further, emphasised on cleanliness across the Country and requested the citizens to pledge to celebrate 150<sup>th</sup> Birth Anniversary of Father of Nation Mahatma Gandhi, ***by making India Clean before 2<sup>nd</sup>, October, 2019*** through peoples' participation.

2. Government of Andhra Pradesh is committed to achieve target of 100% Sanitation. To achieve this in Urban Areas it is planning to create massive public awareness through intensive campaign on cleanliness. As part of this **Swatcha Andhra Pradesh Varostavam (Clean Andhra Pradesh Week)** will be observed between 25<sup>th</sup> September, 2014 and 2<sup>nd</sup> October, 2014.

3. In the G.O. 1<sup>st</sup> read above, Government have constituted State Level Committee as part of State Sanitation Strategy. Further, in the Memo 2<sup>nd</sup> cited instructions were issued to all ULBs to follow Special Sanitation Drive from 05.09.2014 to 04.10.2014.

4. As part of to achieve 100% Sanitation all the Commissioners of Urban Local Bodies in the State are instructed to observe the **Swatcha Andhra Pradesh Varostavam (Clean Andhra Pradesh week)** from 25-9-2014 to 2-10-2014.

5. The objective of the campaign is to achieve Urban Local Bodies in the State become totally sanitized, healthy and liveable and ensure and sustain good public health and environmental outcomes for citizens with a special focus on hygienic and affordable sanitation facilities for the urban poor and women. To educate the people about the importance of Sanitation and indirect cost to the Public from neglecting sanitation in the form of ill health, loss of work and cost towards medical treatment.

P.T.O.

6. The Commissioners of District Headquarters Urban Local Bodies are directed to apprise the **Swatcha Andhra Pradesh (Clean Andhra Pradesh)** to the District Collectors concerned & circulate the file to the District Collectors for constituting District Level Committee with the following members:

- District Collector concerned .. In the Chair
- Mayors / Chairpersons of the ULBs .. Members
- Superintendent of Police .. Member
- Municipal Commissioners of the ULBs .. Members
- District Educational Officer .. Member
- District Medical & Health Officer .. Member
- Executive Engineer (PH) .. Member
- Deputy Director, Social Welfare Department.. Member
- District Transport Authority .. Member
- One Officer from APSRTC .. Member
- District Public Relations Officer .. Member
- Project Director MEPMA .. Member convener
- District Collector may co-opt any other District Level Officer, as may be deemed necessary.

7. The Commissioners of all Urban Local Bodies are requested to constitute Sanitation Committee at ULB level with the following members for implementation of Sanitation programmes and achieve 100% sanitation in their jurisdiction:

- Mayor / Chairperson of the ULB .. In the Chair
- Commissioner of the ULB concerned .. Member Convenor
- Senior Police Officer of the ULB concerned .. Member
- City / Town Level Education Officer .. Member
- City / Town Level Health Officer of Medical Dept.. Member
- Depot Manager, APSRTC .. Member
- Presidents, Chamber of Commerce & Business Associations ..Members
- President, TLF .. Member
- Presidents, Resident Welfare Associations .. Members
- MPs / MLAs / MLCs .. Special Invitees

8. During observance of Swatcha Andhra Pradesh Varostavam (Clean Andhra Pradesh Week), it is suggested that for each of the days of the week, focused sanitation drives shall be carried out as mentioned below to get special focus on the programme:

- (i) Road & Street Sanitation day
- (ii) Schools & Colleges Sanitation day
- (iii) Hospitals Sanitation day
- (iv) All toilets sanitation day
- (v) Institutional Sanitation day
- (vi) Stalls / Hotels / Restaurants /Bakeries, Eateries Sanitation day
- (vii) Day of Sanitation Pledge for all.

9. Further, the Commissioners of Urban Local Bodies are requested to involve District Ministers, MPs, MLCs, MLAs., and Ward Members in the programme and especially on the day of Pledge.

10. The District Level Committees and ULB Level Committees shall make necessary arrangements including mobilizing all concerned for achieving the 100% Sanitation. The Commissioners of ULBs are requested to involve Town Level Federation and Slum Level Federation members and utilize the services of Sanitation Resource Persons of MEPMA. The information shall be spread to public through the following means:

- Press releases to the Print & Electronic media
- Through Social Network
- Printing and distribution of pamphlets
- Street Plays
- Conducting of rallies by Students of Colleges / Schools
- Involve NCC Volunteers / NSS Cadets
- Exhibiting Hoardings / Posters / Stickers
- Conduct of Essay Writing / Elocution competitions among Students
- Any other means.

11. The Swatcha Andhra Pradesh Campaign shall be formally launched on 25<sup>th</sup> September, 2014 and conduct Rallies for 100% Sanitation be organized in the ULBs in association with a local Civil Society for building awareness.

12. The following activities shall be undertaken during the **“Swatcha Andhra Pradesh Varostavam (Clean Andhra Pradesh Week):**

1. Building awareness in public at large about the cleanliness of houses / premises
2. Display of message of cleanliness through sign boards at public places / markets
3. Organizing rallies
4. Repair, maintenance, cleaning & sanitization of public / community toilets.
5. Cleaning of Bus stands / roads / streets / parks / Markets / Public places / Pavements / areas surrounding the Railway Stations.
6. River / Lake / Water Bodies side waste cleaning
7. Cleaning of Toilets in Government buildings / Hospitals / Schools
8. Removal of Debris and garbage heaps in public places / road sides.
9. Cleaning of Government Buildings including removal of excess furniture / records / lying in corridors.
10. Taking Pledge not to litter on road but carry and put at waste collection points and not to spit indiscriminately.
11. Educating School Children about the importance of sanitation, through distribution of IEC material.
12. Organizing Ward Level / slum level meetings and create awareness on Cleanliness

13. The Commissioners of all Urban Local Bodies are requested to send the reports on daily-wise basis to the Commissioner & Director of Municipal Administration, through the Regional Director-cum-Appellate Commissioners concerned. The Regional Director-cum-Appellate Commissioners are requested to send the consolidated information on day-to-day basis to reach the office of C&DMA by 5.00 PM every day during the campaign. Further the C&DMA is requested to send the daily report to the Government.

14. Therefore, all the Commissioners of Urban Local Bodies are requested to conduct the “Swatcha Andhra Pradesh Varostavam (Clean Andhra Pradesh Week) from 25-9-2014 to 2-10-2014 as part of making Andhra Pradesh Swatcha Andhra Pradesh (Clean Andhra Pradesh) to achieve 100% sanitation by 2<sup>nd</sup> October, 2019 in their ULBs, and make the programme a great success.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

Dr. D. SAMBASIVA RAO,  
PRINCIPAL SECRETARY TO GOVERNMENT.

To

The Commissioner and Director of Municipal Administration, Hyderabad.

All the Collectors & District Magistrates in the State, for necessary action.

All the Commissioners of Urban Local Bodies in the State.

All the Regional Director-cum-Appellate Commissioners of Municipal Admn in the State.

The Mission Director, MEPMA, AP, Hyderabad, with request to give necessary instructions to the Project Directors MEPMA

Copy to:

All the Mayors / Chairpersons of all Urban Local Bodies.

The PS to the Hon’ble Minister for MA & UD Department, AP., Hyderabad.

Sf/Sc

//FORWARDED BY ORDER//

SECTION OFFICER